

# EXPORT RELATIONSHIPS

LOW RISK, LOW COST WAYS TO  
GROW YOUR BUSINESS

# Low Risk, Low Cost Ways To Grow Your Business

## Indirect Exporting

Are you part of a supply chain? Do you sell your product(s) to U.S. based companies that incorporate it into their goods and then sell those goods to international buyers? Congratulations, you're an exporter, and being an exporter comes with benefits.

The principal advantage of indirect exporting for a smaller U.S. company is that an indirect approach provides a way to enter foreign markets without the complexities and risks of direct exporting. Several kinds of intermediary companies provide a range of export services, and each type of company can offer distinct advantages to your company. These include:



**CONFIRMING  
HOUSES**



**EXPORT MANAGEMENT  
COMPANIES**



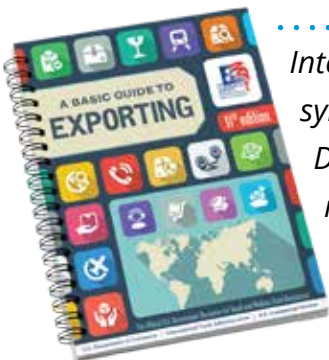
**EXPORT TRADING  
COMPANIES**



**EXPORT AGENTS, MERCHANTS  
OR REMARKETERS**



**PIGGYBACK  
MARKETING**



Interested in learning more about the nuts and bolts of exporting? This article is a synopsis of Chapter 5: Methods and Channels from [“A Basic Guide to Exporting”](#). Developed by our partners at the Department of Commerce, the guide outlines many issues that both new and experienced exporters should know about when competing for deals or entering a new market overseas.

Indirect exporting allows a company to enter foreign markets without the complexities and risks of direct exporting.

# Low Risk, Low Cost Ways To Grow Your Business (continued)



## Confirming Houses

Confirming Houses are agents hired by foreign buyers to purchase products. They negotiate deals with U.S. companies and are paid a commission by the foreign buyer they represent. Information about Confirming Houses can be obtained from foreign government embassies and the U.S. Commercial Service.



## Export Management Companies

An export management company can act as your export department, without the overhead and administrative burden of doing it yourself. Specializing by product or foreign market, (or both), export management companies already have a distribution network in place, providing immediate access to foreign markets.



## Export Trading Companies

Similar to an export management company, an export trading company can be your outsourced export department, or they may take title to your products and sell them through their international distribution network.



## Export Agents, Merchants or Remarketers

Are any of your business partners private labeling your products? That's what an export agent, merchant or remarketer may do, buying your product directly for you, repackaging to their specification and selling overseas at their own risk.



## Piggyback Marketing

Similar to an export management company, an export trading company can be your outsourced export department, or they may take title to your products and sell them through their international distribution network.



## Benefits

Exporting not only increases revenue streams and is a hedge against downturns in other markets, it comes with benefits! Products like the Working Capital Guarantee from the Export-Import Bank of the United States (EXIM Bank) provide pre-export loans from a commercial lender, guaranteed by EXIM Bank, to purchase raw materials and labor, and fund overhead costs incurred to fill an export sales order.



# Additional Information

## Are you ready to work with EXIM?

Before getting started, it's important to know the basic requirements for working with EXIM Bank. While it's always a good idea to call us with any questions about our policies, generally your business will need to meet the following criteria:

- Been in business for at least three years
- At least one person working in the firm full time
- Has a positive net worth
- Exports U.S. made products and/or services provided by U.S. workers

## Let's get started:

Request a free consultation today with your regional specialist.

[grow.exim.gov/contact-a-trade-finance-specialist](http://grow.exim.gov/contact-a-trade-finance-specialist)

### BASIC GUIDE TO EXPORTING



Learn the basic fundamentals of exporting and turn export opportunities into sales.

[grow.exim.gov/basic-guide-to-exporting](http://grow.exim.gov/basic-guide-to-exporting)

### GUIDE TO EXPORT CREDIT INSURANCE



Learn how to protect your foreign receivables from bad transactions.

[grow.exim.gov/eci-book](http://grow.exim.gov/eci-book)

### EXIM.GOV



For more in-depth information about EXIM, visit our website.

[exim.gov](http://exim.gov)



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